

2018

Taste of Fame Highlights



**Chef
Richard Blais**
EMCEE

**Chef
Vivian Howard**
HOST



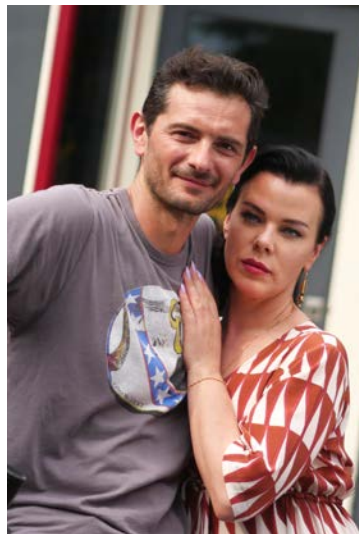
An Award-Winning Event in Upstate NY



**Nick
Stellino**
2015



**Gabriele Corcos
and Debi Mazar**
2016



**Richard
Blais**
2017



**Vivian
Howard**
2018





The Dinner Part I

WCNY's annual Taste of Fame fundraising dinner event features a celebrity talent who highlights his or her favorite cuisine, sharing stories and inspiration behind each course. Guests enjoy the gala-like experience, featuring gourmet food, wine, stories, limousines, and a festive atmosphere.

Recipes are prepared in collaboration with our venue's award-winning chefs and culinary team.

Taste of Fame is one of the biggest events in the Upstate New York region.

The award-winning event has featured names like Nick Stellino, acclaimed 20+ year PBS Chef and cookbook author, Gabriele Corcos and Debi Mazar, hosts and husband and wife chefs on the hit Cooking Channel show "Extra Virgin," Richard Blais, chef, restaurateur, James Beard nominated cookbook author and television personality, and Vivian Howard, chef, television host, cookbook author, and restaurateur.





The TV Recording Event Part II

VIP ticket holders are invited to an exclusive LIVE recording event for WCNY's TV premier television show, *Taste of Fame*, inside of WCNY's state-of-the-art TV Studios.

In the spirit of the "Actor's Studio," our host, in a one-on-one profile, interviews the talent who shares their journey to success, inspiration, and philosophies on the future of the culinary world.

Prior to the live recording event, guests enjoy a champagne toast meet and greet with you!





Big Attendance Growth!

2018 Taste of Fame

The 2018 Taste of Fame event with Chef Vivian Howard drew an audience of more than 400 guests, the largest yet.

**Largest
attendance
yet!**





Strong Community Business Support

VISIONS

FEDERAL CREDIT UNION





Hear What Our Partners Have to Say

"Wow! I love where WCNY is taking the Taste of Fame event this year. So proud to be the title sponsor."

- Mandy DeHate, Assistant Vice President, Marketing

"We really enjoyed the event. It certainly didn't feel like a fundraiser, so hats off to all of the folks at WCNY for putting on such a great event."

- John Paganelli, Partner – Operations and Finance

"I cannot speak highly enough of last year's event. My guests absolutely loved and raved about it! I am going to sponsor again and will purchase at least one table. The goodwill I received last year is too good to pass up."

- James Burns, CFA, President, CIO

"Thank you for allowing us to be apart of such a wonderful event! Bravo!

- Raymour & Flanigan Furniture and Mattresses

CELEBRATING 50 YEARS
VISIONS
FEDERAL CREDIT UNION

BLUE WATER
CAPITAL MANAGEMENT, LLC
INVESTING BY DESIGN

J. W. Burns & Company
INVESTMENT COUNSEL

Raymour & Flanigan®
FURNITURE | MATTRESSES





Hear What Our Guests Have to Say



Sandy Spoto Callahan Was a great night! From the champagne reception to the pictures at the end of the evening. Delicious meal! So glad we went

Like · Reply · 14w



Brenda Clance Great Event I am sure.Very interesting/Talented guests.Joyl Clance you & Team ,WCNY have the best shows/ events to follow.

Like · Reply · 15w



WCNY is with Deborah Smith and Crystal DeStefano.
November 9, 2018 · 🌐

A few highlights from Taste of Fame! Many more coming tomorrow. Big thanks to our wonderful guests, sponsors, members, and volunteers.... and Richard Blais Vivian Howard



Joyl Clance, Chris Beal and 32 others

4 Comments 2 Shares



Mary Ann Lonergan We had a wonderful experience. Loved the live show, the food was excellent and what better ending was there in getting to meet Vivian Howard and get a photo with her. This was my 1st Taste of Fame but definitely not my last! Thanks WCNY!

Like · Reply · 14w





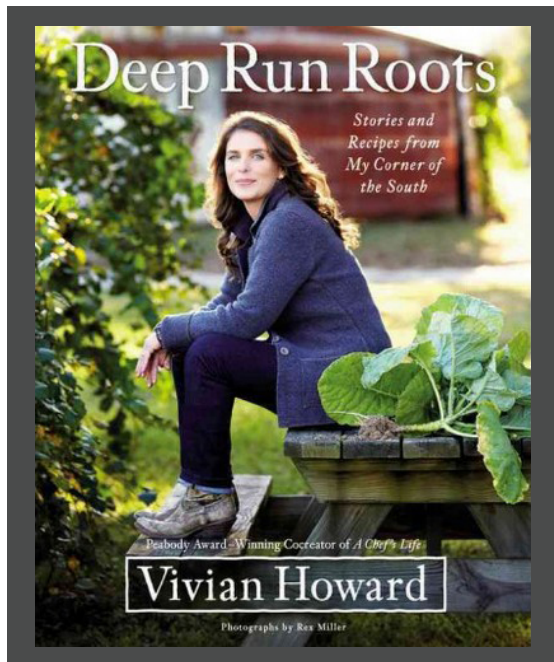
PROMOTION

TV, Radio, Print, Web, Social, Billboards, and MORE!



Your Chosen Cookbook Featured

We will feature your chosen cookbook as a gift to guests, along with an opportunity to receive a signed copy.





Billboards

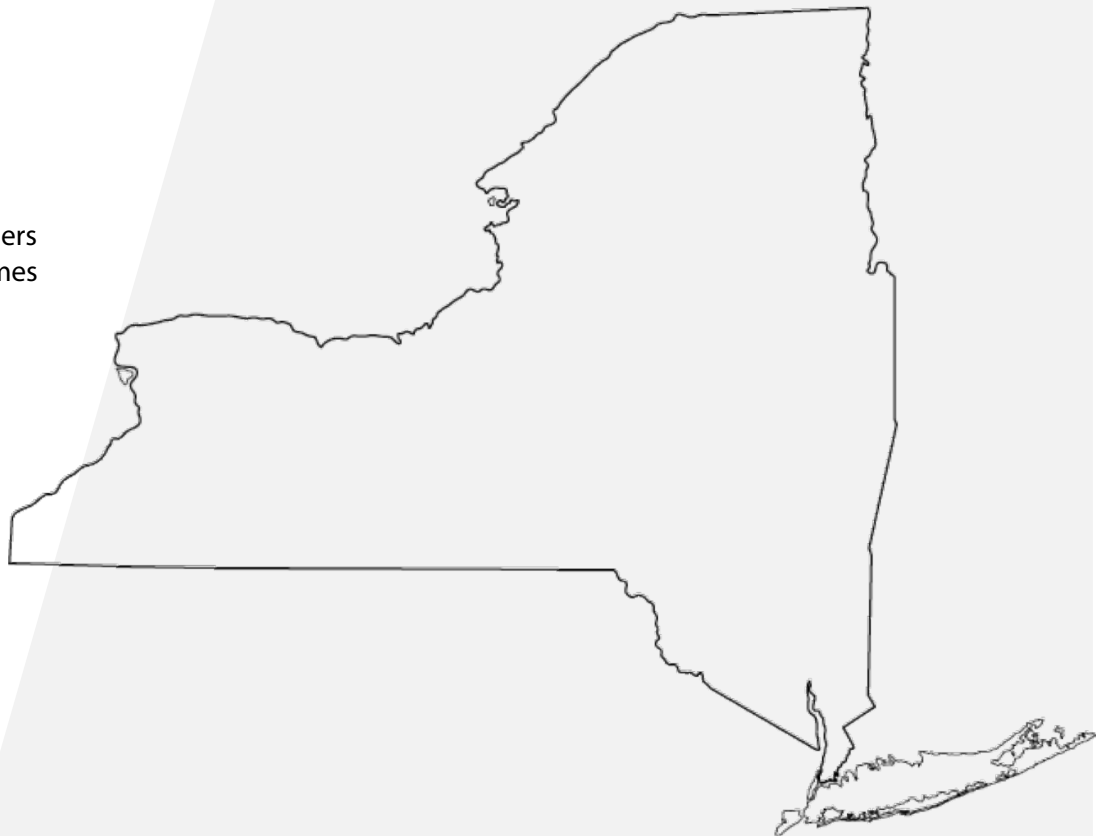
Two 10 ft. x 40 ft. illuminated billboards in Syracuse in September and October, each visible to an estimated 100,000 people per day.





Television

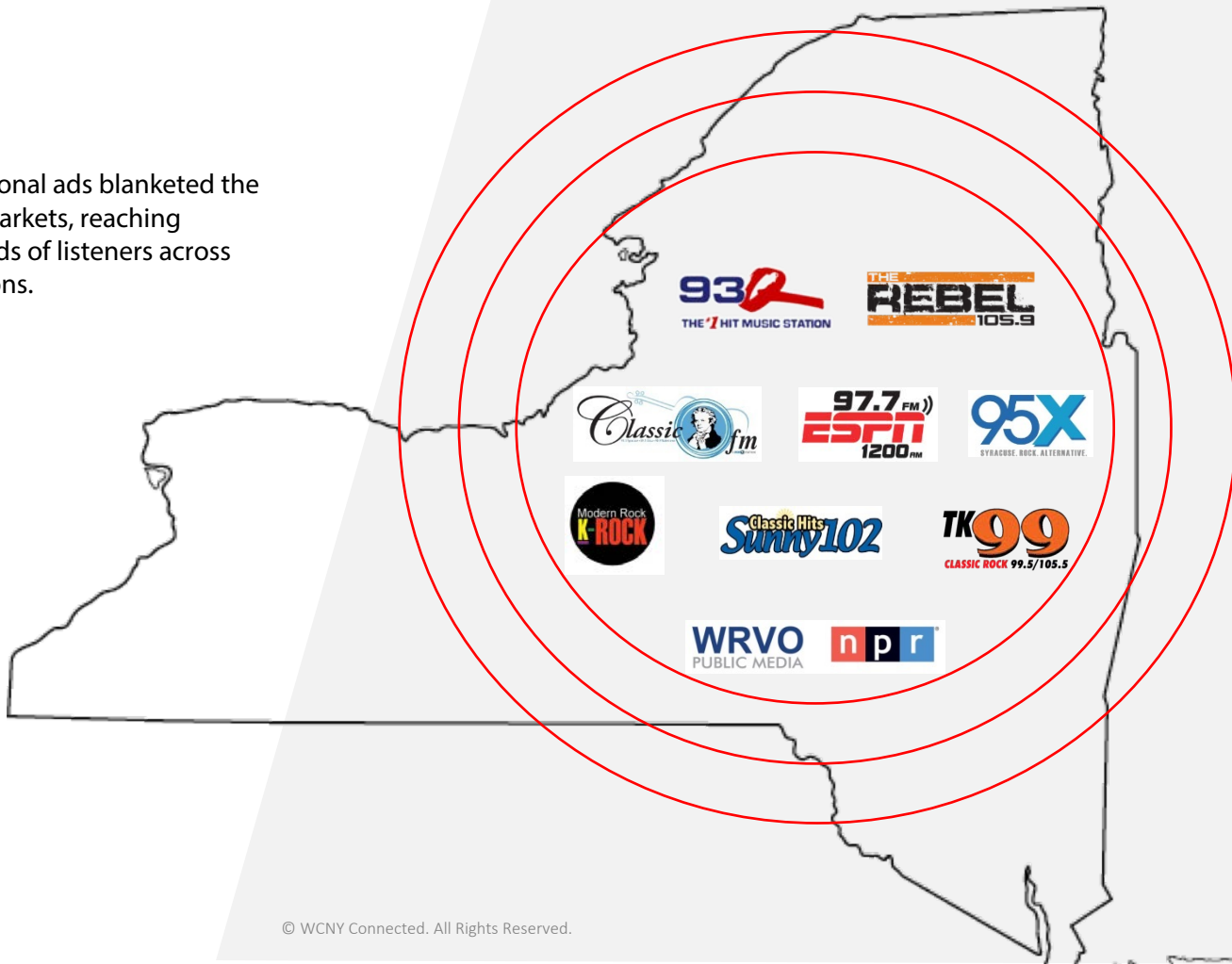
30-second TV promos and fun “pop-up” reminders during our cooking shows aired hundreds of times across WCNY’s 5 TV channels, reaching 500,000 homes across our 19-county broadcast area. Presenting, Platinum, Gold, Wine, and Printing sponsors were included.





Radio

Hundreds of promotional ads blanketed the Syracuse and Utica markets, reaching hundreds of thousands of listeners across several popular stations.





Save-The-Date Postcard

Mailed to 4,830 WCNY members.





WCNY Connect Magazine

Two-page spreads ran in the July/August and September/October issues of **WCNY CONNECT Magazine**; mailed to approximately 14,000 members.



WCNY'S SIGNATURE FUNDRAISING EXPERIENCE

4th ANNUAL TASTE OF FAME WCNY CONNECTED

PRESENTED BY: VISIONS

with **Vivian Howard**
Chef Television Host Cookbook Author

THURSDAY NOVEMBER 8

Bliss is Back!
Chef Richard Blais returns on TV

THE DETAILS

VIVIAN HOWARD EXPERIENCE TICKET \$400 / Table
Enjoy everything Taste of Fame with this exclusive ticket featuring a VIP Studio Seating with a champagne toast and greet with Vivian and Richard on Studio TV Recording, cocktail, silent auction, a guided four-course culinary journey with recipes crafted by Vivian, preferred seating, the best in Finger Lakes wine, a professional photo with Vivian, and a bottle wine bag. Plus, a **Bliss and Bread Lunch**, and a personally signed copy of Vivian's cookbook.

NOVEMBER 8
4:15 p.m. VIP Studio Seating
5:00 p.m. 1st Studio TV Recording greet
6:15 p.m. Cocktail & Silent Auction
7:00 p.m. Taste of Fame Dinner

NOVEMBER 9
Break: Meet & Greet with Vivian at Barnes Museum Restaurant
8:00 a.m. Breakfast

VIP TICKET \$800 / Table
Join WCNY, Vivian, and Richard for a VIP Studio Seating with a champagne toast and greet, in-Studio TV Recording, cocktail, silent auction, a guided four-course culinary journey with recipes crafted by Vivian, preferred seating, a signed copy of Vivian's new cookbook, and a professional photo with Vivian.

4:15 p.m. VIP Studio Seating
5:00 p.m. 1st Studio TV Recording greet
6:15 p.m. Cocktail & Silent Auction
7:00 p.m. Taste of Fame Dinner

DINNER TICKET \$200 / Table
It's all about food with the Taste of Fame Dinner Ticket. Seating with wine, cocktails, silent auction, and a guided four-course culinary journey with recipes crafted by Vivian.

4:15 p.m. VIP Studio Seating
5:00 p.m. 1st Studio TV Recording greet
6:15 p.m. Cocktail & Silent Auction
7:00 p.m. Taste of Fame Dinner

GROUP TABLES
\$1,500 / Table: Enjoy cocktails, the silent auction, and reserved seating for 10 at the dinner and VIP Ticket benefits.
\$2,500 / VIP Table: Includes preferred seating for 10 at the dinner and VIP Ticket benefits.

FOUR-COURSE CULINARY JOURNEY

SALAD	APPETIZER	ENTREE	DESSERT
Brussels Sprouts, Apples, and Parsnips with Blue Cheese Honey Vinaigrette	Paninis Cheese Grits with Beans and Onions	Butter-Baked Turkey with Pecan-Cranberry Relish and Warm Cognac Vinaigrette	Blueberry Cobbler with a Cinnamon Sugar Cookie Crust
		Slow-Roasted Beef Short Ribs with Herb-Scented Turnips, Potatoes and Fennel Gratin	
		Vegetarian Roasted Field Peas with Cheese Grits Potatoes and Cider-Glazed Salad	

The best in Finger Lakes wine accompanies each course.

Get tickets at wcnyc.org/tasteoffame or call (315) 453-2424.



Print Advertising

The Post-Standard

FOOD | WINE | STORIES | LIVE TV RECORDING

4th ANNIWEAR
TASTE OF FAME
WCNY
connected.

A CHEF'S LIFE
Vivian's TV show, *A Chef's Life*, won a Daytime Emmy® for outstanding Culinary Program.

PRESENTED BY:
VISIONS
FACIAL CREDIT UNION

Blais is Back!
Chef Richard Blais returns as Emcee

Vivian Howard
Chef | Television Host | Cookbook Author

THURSDAY, **NOVEMBER 8**

VIP TICKET **FEATURING**

- VIP Studio Soirée with a Champagne Meet and Greet
- LIVE TV Studio Recording
- Four-course Dinner
- Preferred Seating
- Signed Copy of Vivian's New Cookbook
- The Best in Finger Lakes Wine

GET TICKETS AT WCNY.ORG/TASTEOFFAME
All proceeds benefit WCNY's programs and services.

Skaneateles Festival
Chamber Music By The Lake

You're Invited!

4th ANNIWEAR
TASTE OF FAME
WCNY
connected.

All proceeds benefit WCNY's programs and services.

Blais is Back!
Chef Richard Blais returns as Emcee

Vivian Howard
Chef | Television Host | Cookbook Author

THURSDAY **NOVEMBER 8**

FOUR-COURSE DINNER EXPERIENCE | **VIP STUDIO SOIRÉE** | **LIVE TV RECORDING** | **MEET AND GREET LUNCH NOV. 9**

GET TICKETS AT WCNY.ORG/TASTEOFFAME



FOUR-COURSE CULINARY EXPERIENCE

4th ANNIWEAR
TASTE OF FAME
WCNY
connected.

PRESENTED BY:
VISIONS
FACIAL CREDIT UNION

Blais is Back!
Chef Richard Blais returns as Emcee

Vivian Howard
Chef | Television Host | Cookbook Author

THURSDAY, **NOVEMBER 8**

FOUR-COURSE DINNER WITH THE BEST IN FINGER LAKES WINE | **VIP STUDIO SOIRÉE** | **LIVE TV RECORDING** | **EXCLUSIVE MEET AND GREET LUNCH NOV. 9**

oncenter | WCNY | WCNY | Barnes/Hiscock Mansion

WCNY.ORG/TASTEOFFAME
All proceeds benefit WCNY's programs and services.



Invitation

Mailed to 6,230 WCNY members.

ALL ABOUT VIVIAN HOWARD

Born in Deep Run, NC to tobacco and hog farming parents, Vivian Howard learned early on to appreciate the arts and flow of living with the seasons. She is now 22 years and a star in the advertising business to service her career in food as heretics. After college, she moved to New York to work, but found the city's food and restaurant scene far more intriguing. A senior position at Greenwich Village lounge made it possible for her to begin training under the restaurant's chef Scott Barton. She went on to learn from creative cutting-edge chefs like Sullivan and Sam Mason at HD 302 and later, a creative opening year at chef-designer and ingredients specialty restaurant, Spice Market.

In 2008, Vivian and her husband, Dan, finally decided to return to Vivian's roots to open a "farm to fork" restaurant in the small town of Emory, NC. They opened Chef & the Farmer in the summer of 2009, a seasonal local, seasonal creative cuisine. Vivian and her restaurant have won numerous accolades, including the selection as a five-star James Beard Inspiration Award semi-finalist for Best Chef: Southeast. She also owns and operates a second restaurant right across the street from Chef & the Farmer - The Baker House.

In 2010, Vivian approached her childhood neighbor turned filmmaker, Cynthia Hill, about directing a documentary film series about Eastern South Carolina food traditions. They were later, the Emory location have produced five seasons of *Chef & the Farmer* and *Home* series. In 2011, she was named a semi-finalist for the *Top 50 Chefs* list. In 2012, she was named a semi-finalist for the *Top 50 Chefs* list. In 2013, she was named a semi-finalist for the *Top 50 Chefs* list. In 2014, she was named a semi-finalist for the *Top 50 Chefs* list. In 2015, she was named a semi-finalist for the *Top 50 Chefs* list. In 2016, she was named a semi-finalist for the *Top 50 Chefs* list. In 2017, she was named a semi-finalist for the *Top 50 Chefs* list. In 2018, she was named a semi-finalist for the *Top 50 Chefs* list. In 2019, she was named a semi-finalist for the *Top 50 Chefs* list. In 2020, she was named a semi-finalist for the *Top 50 Chefs* list. In 2021, she was named a semi-finalist for the *Top 50 Chefs* list. In 2022, she was named a semi-finalist for the *Top 50 Chefs* list. In 2023, she was named a semi-finalist for the *Top 50 Chefs* list. In 2024, she was named a semi-finalist for the *Top 50 Chefs* list. In 2025, she was named a semi-finalist for the *Top 50 Chefs* list.

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INVITATION PRINTED BY: **LPM&P printing**

Signature Fundraising Experience

Vivian Howard
 Chef | Television Host | Cookbook Author

4th ANNUAL TASTE OF FAME WCNY

WCNY'S
Member Supporting Member Experience

Vivian Howard
 Chef | Television Host | Cookbook Author

THURSDAY NOVEMBER 8

FOUR-COURSE CULINARY JOURNEY

SALAD
 Brussels Sprouts, Apples, and Pomegranate
 with Blue Cheese Honey Vinaigrette

APPETIZER
 Fennel Cheese Grits
 with Salsa and Chips

ENTREE
 omelette

Butter-Sautéed Turkey
 with Peas, Carrots, Potatoes and Warmorghum Vinaigrette

Slow-Roasted Beef Short Ribs
 with Herb-Quenched Turnip Purée and Turnip Gratin

Vegetarian Refried Field Peas
 with Cheese Oil, Pittas and Cilantro Salsa

DESSERT
 Blueberry Cobbler
 with a Caramel Sugar-Crusted Crust

The best in Finger Lakes with accommodations worth course

VIVIAN HOWARD EXPERIENCE TICKET \$400 / Ticket

Enjoy everything Taste of Fame with this exclusive ticket featuring a VIP Studio Suite with a champagne toast and greet with Vivian and Richard in Studio TV Recording, cocktails, silent auction, a guided four-course culinary journey with recipes crafted by Vivian, professional seating, the best in Finger Lakes wine, a professional photo with Vivian, and a tote bag with Photo, a **Heart and Great Lakes**, and a personally signed copy of Vivian's cookbook.

NOVEMBER 8
 4:30 p.m. VIP Studio Suite
 5:00 p.m. In-Studio TV Recording Event
 6:30 p.m. Cocktails & Silent Auction
 7:30 p.m. Taste of Fame Dinner

NOVEMBER 9
 Noon - Heart & Great Lakes Lunch with Vivian & Richard
 6:00 p.m. Dinner

VIP TICKET \$250 / Ticket

Join WCNY's Vivian and Richard for a VIP Studio Suite with a champagne toast and greet, in-Studio TV Recording, cocktails, silent auction, a guided four-course culinary journey with recipes crafted by Vivian, professional seating, a signed copy of Vivian's new cookbook, and a professional photo with Vivian.

4:30 p.m. VIP Studio Suite
 5:00 p.m. In-Studio TV Recording Event
 6:30 p.m. Cocktails & Silent Auction
 7:30 p.m. Taste of Fame Dinner

DINNER TICKET \$150 / Ticket

It's all about food with the Taste of Fame Dinner Ticket. Guests will enjoy cocktails, silent auction, and a guided four-course culinary journey with recipes crafted by Vivian.

6:30 p.m. Cocktails & Silent Auction
 7:30 p.m. Taste of Fame Dinner

GROUP TABLES

\$1500 / Table
 Enjoy cocktails, silent auction, and a guided four-course culinary journey with recipes crafted by Vivian.

\$2,600 / VIP Table
 Includes professional seating for 10 at the dinner and VIP toast benefits.

Get tickets at wcy.org/tasteoffame or call (315) 453-2424.



PR: The Buzz





Email

Several e-vites and event reminders were sent to our 17,000 email subscribers.

Taste of Fame Event Details [View this email in your browser](#)

Dear << Test First Name >>,

Thank you for your Taste of Fame Dinner Ticket purchase and supporting WCNY. We look forward to seeing you **Thursday, Nov. 8** for WCNY's Taste of Fame Dinner featuring Chef Vivian Howard and Emcee Chef Richard Blais.

You selected the << Test Entree Selection >> for your entrée. If you feel this selection is an error, please contact us below.

[Contact WCNY About Entrée](#)

Event Details

- Free parking is available in the Oncenter garage.
- Cocktails begin at 6:15 p.m. at the Oncenter, **located at 800 S. State St. in Syracuse.**
- Dinner starts at 7:30 p.m.
- Cocktail attire.
- Paper tickets were not issued and are not required, we are green!
- Please sign in at registration when you arrive.
- At registration, we will provide you with your table number.

Hotel rooms available at discounted rate of \$179/night at the Marriott Syracuse Downtown. Within walking distance to the Oncenter. **Reserve by November 6.**

[Reserve Now!](#)

Experience it all with the Taste of Fame Experience Ticket!

[GET TICKETS](#)

VIP TICKET THE VIP TICKET - FEATURING -

[GET TICKETS AT WCNY.ORG/EVENTS](#)

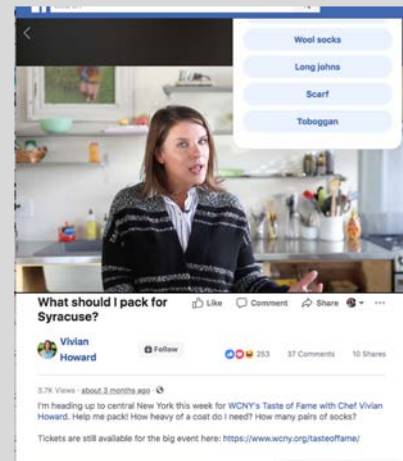
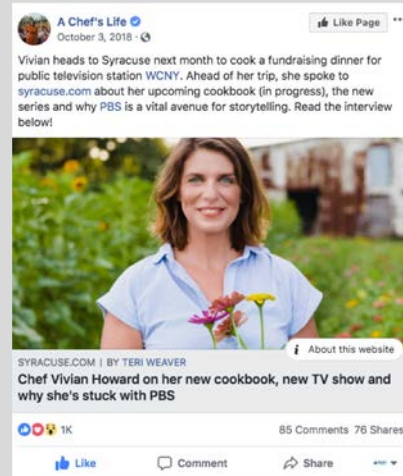
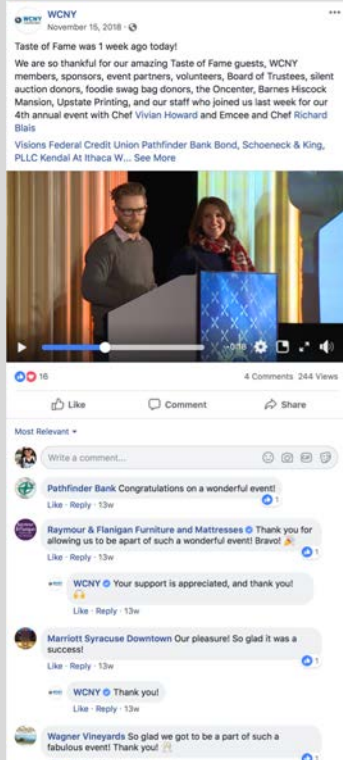
HURRY!

Vivian Howard
Chef, Television Host, Cookbook Author

[GET TICKETS AT WCNY.ORG/EVENTS](#)



Social Media





Web





AT THE EVENT



Experience the Event





Experience the Event





Experience the Event





Experience the Event: The FOOD!



TV RECORDING

FILMED IN WCNY'S STUDIOS





Experience the TV Recording





Experience the TV Recording





Experience the TV Recording



BEHIND THE SCENES





Behind the Scenes at the Oncenter, Dinner Venue





BE A PART OF TASTE OF FAME 2019



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